



# OP-ED

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FOR IMMEDIATE RELEASE

## Will Your Customer Come Back?

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**CASPER, WY** - All businesses compete for customers. Are you losing customers you don't know about? Take this little quiz and find out.

1. How do my customers "see" my business? Is my business clean? In good repair?
  - Do my customers see trash on the floor of my business?
  - Is the interior of my business clean and inviting?
  - Does the sidewalk outside my business have cracks or uneven areas?
  - Is my business designed so that a disabled individual can easily enter and use it?
  - Do I have worn or faded upholstery?
  - For businesses with waiting rooms...do I have current magazines that appeal to a wide variety of customers?
  - If a public restroom is available, is it checked often and cleaned on a regular basis?
  - Are employees neatly dressed in clean uniforms?
2. How do my customers "hear" my business? Loud talking employees?
  - Do my customers hear employees talking about personal matters?
  - Are my customers distracted by loud-talking employees?
  - Do I have loud machinery that will bother customers?
3. Inappropriate language? Employees talking about what happened last night?
  - Do I monitor the language of my employees....let them know what is appropriate/not appropriate in relating to the public?
4. Do my employees ignore or keep my customers waiting?
  - Do my employees regularly look for customers needing help?
  - Do my employees stand talking to each other when a customer is trying to get their attention?
5. Do my employees enjoy their job? What attitude do they convey to my customer?
  - Do my employees smile and enjoy talking to my customers?
  - Do my employees understand what customer service really means?
  - Do I have a formal customer service training program?
6. Do my customers feel as though their business is important to me?
  - Do I make my customers life easier, or do I have rules that frustrate them?
7. Is there a comment card available so that my customers have a way to let me know how they feel about my product or service?
  - Is it easy for my customers to let me know what's on their mind?
  - Am I visible to my customers so that they can come to me with a problem or a complement?

Many businesses understand the importance of customer service and spend time training their staff exactly how to treat customers. Others don't and risk losing potential loyal customers. Taking the time to check out your business could result in that increase in revenue that you've been looking for. For more information <http://www.sba.gov/wy> or call us at 307-261-6500.

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